

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.41 219405

# Perennial Beauties from The Old Homestead

We cordially invite you to visit us at the "Old Homestead"—the Red Brick Tavern, famous for its Chicken Dinners. Located just north of Plainwell, on U. S. 131, about half way between Kalamazoo and Grand Rapids.

It will be worth your while to see the acres of seedling beds and especially the 30,000 Vetterle and Reinelt Pacific Hybrid Delphiniums in full bloom during August and September.



THE OLD HOMESTEAD  
*Home Of Richards Gardens*

- ◆ HIGHEST QUALITY PERENNIALS
- ◆ FINEST FIELD-GROWN PHLOX
- ◆ CHOICEST DAHLIA ROOTS

ADDRESS ALL ORDERS TO

**RICHARDS GARDENS**  
**PLAINWELL, MICHIGAN**

*America's Largest Growers of Perennial Seedlings*



# Yes! Seven Million of the Finest Perennial Seedlings!

The photo below shows an airplane view of part of our acres of perennial seedling beds. Over 7,000,000 highest quality plants ready to grow and bloom for you. Sure to please and economical to buy.

Our plants are Super-Packed in the most modern manner and are guaranteed to arrive in perfect condition. All orders are sent prepaid. The prices in this book are all you pay.



Over 7,000,000 highest quality plants

At least one-half dozen of any one variety must be ordered as our prices will not permit handling orders for lesser amounts.



## SEND YOUR ORDERS EARLY

Don't wait until the first warm days of Spring to mail your order. Make it out and send it now while you are planning your garden. We will ship your plants at the proper time, and you will be assured of having the plants just when you want them.



Five years ago we first introduced our Perennial Seedlings to retail buyers. The response was immediate and far beyond our expectations. Growers appreciated the Unusual Values we were giving in these high quality Seedlings. Year after year the many hundreds of satisfied customers came back again and again for more, and told their friends about the quality of our plants. Each year we have increased our seedling beds until now we are the Largest Growers of Perennial Seedlings in America.

Consider that you get one dozen of our fine seedlings for about the price you would pay for two ordinary field grown plants and you get an idea of the saving you can make by buying Richards' Gardens plants. Remember, these are not the ordinary greenhouse seedling, but well rooted, healthy field grown plants which **WILL BLOOM THIS YEAR**. Of course you will not get as large bloom as you would get from transplanted plants but they will be large enough to give you a world of satisfaction and show you that you are going to have a large fine plant for the following year.

## Free Plants ~

We will send you absolutely FREE two dozen, your selection, of any of the plants described in this catalog, retailing at not more than 55 cents per dozen, with every order of ten dozen or more plants selected from this list. Another reason why your Garden Dollar Buys More at Richards' Gardens.

ORDER  
EARLY





# Richards' Perennial Seedlings

## NO BETTER GROWN---WHY PAY MORE?

ACHILLEA, (Yarrow)—

*Filipendula, Parker's Variety*

Good yellow color and grows to a height of 4 to 5 feet. Excellent for perennial bed backgrounds. Useful for cutting and if flowers are cut when fully open they may be dried for winter bouquets.

**55c per Doz.**

AGROSTEMMA

*Mullein Lf. Pink*

Deep blood red flowers borne in abundance during June, July, and August.

**55c per Doz.**

ALYSSUM ARGENTUM

*(Gold Dust)*

Similar to Alyssum Saxatile, but grows taller and blooms two weeks later.

**40c per Doz.**

*Saxatile Compactum (Gold Dust)*

Excellent plant for the rockery or for borders. Bright, clear yellow flowers are borne in large clusters in early spring. Grows 12 inches tall.

**40c per Doz.**



*Aquilegia*

ANCHUSA

*Barrelieri*—Bright blue flowers with white and yellow centers. Blossoms come the middle of May and remain for a long period.

**75c per Doz.**

*Italica Dropmore (Alkanet)*

Grows to a height of 6 feet, making it an excellent plant for backgrounds. In June it bears an abundance of true gentian blue flowers which are fine for cutting.

**40c per Doz.**

*Myosotidiflora*

Beautiful perennial which flowers in May and June. Clusters of

blue blossoms resemble forget-me-nots. Very desirable as it is dwarf and does well in sun or shade.

**75c per Doz.**

AQUILEGIA (Columbine)

*Colorado Rainbow Mixture* The native Colorado Columbine. One of the best loved perennials offered in a glorious rainbow mixture. Sure to please you in every way.

**55c per Doz.**

*Coerulea Candidissima*—Flowers of clear, soft pink and without spurs. Good grower and prolific bloomer. A variety we recommend for its coloring and blooming habit.

**75c per Doz.**

*Coerulea, Mrs. Nichols*—For those who want an Aquilegia of rich blue color we recommend this variety. Large spurless blooms of excellent deep color over a long season.

**55c per Doz.**

*Clematiflora*—Excellent bedding variety. Noted for the large size and color of its blooms.

**55c per Doz.**

Sept. 14, 1939

My perennial seedlings came today as fresh as the day they were dug.

O. W. Gunnison  
Pawling, N. Y.



**AQUILEGIA—Crimson Star**—One of the newer introductions and one which we highly recommend. Long spurred and has the new, dark satiny crimson color. An especially profuse bloomer.

**\$1.00 per Doz.**

We also offer these in field grown transplanted plants at 20c each or \$2 per doz.

**Dobbies Imperial Hybrids**—A long spurred variety which is unequalled for wide range of color and sturdy growth. Grows to a height of 18 to 24 in. A very choice variety.

**55c per Doz.**

Also offered in heavy field grown transplanted plants at 20c each or \$2 per dozen.

**Longissima**—One of the finest of all Columbines. Blooms of large size and exquisite quality. Colorful and easy to grow.

**\$1.00 per Doz.**

**Talisman**—Large, bright yellow with long red spurs. Those who know the Talisman rose will appreciate the colorings of this variety. Grows 3 feet tall.

**55c per Doz.**

Field grown transplanted plants, 20 ea. or \$2 per dozen.

**ARABIS ALPINA (White Rock Cress)**—A splendid creeping rock plant which seldom reaches over 12 inches in height. Bears masses of small white blossoms in early spring. Foliage is ornamental balance of year.

**40c per Doz.**

**ARTEMISIA (Silver King)** A striking contrast plant which is valuable for its foliage. Light silvery gray color makes it desirable for mixed bouquets. We offer these in well rooted cuttings.

**55c per Doz.**

**ASTER (Michaelmas Daisy)**

**Alpinus Goliath**—Semi-dwarf in stature as it grows about 15 inches high. Large blooms of a soft blue shade are borne profusely in June. Unexcelled for lower front plantings.

**55c per Doz.**

**Beauty of Ronsdorf**—Sturdy rapid grower, branching freely and producing an abundance of large lilac-rose colored flowers in August and September.

**55c per Doz.**

**Farreri**—Dwarf creeping variety which is very useful for rockery work or borders. Blooms of a soft violet mauve shade appear freely during June and July.

**55c per Doz.**

**Mixed Large Flowering**—Assorted shades of large flowering asters. Fine for mixed beds. Bloom in August.

**55c per Doz.**

**Mrs. Scott Elliott's Hybrid**—Unquestionably the finest existing strain of Aquilegias. Large flowers of exquisite colorings with extremely long spurs.

**75c per Doz.**

Field grown transplanted plants 20c each, \$2 per dozen.

**Rocky Mountain Blue**—Long spurred variety which bears loads of blooms in various blue shades.

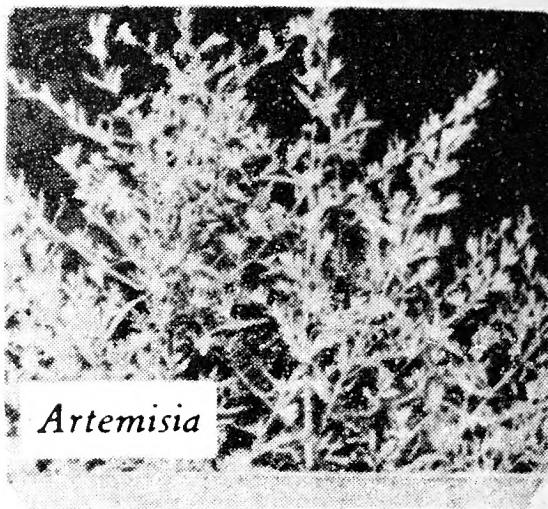
**55c per Doz.**

We also have these in heavy field grown, transplanted plants at 20c ea. or \$2 per dozen.

**Snow Queen**—A striking and beautiful variety. Pure white color with long spurs.

**55c per Doz.**

Also in field grown transplanted plants, 20c each, \$2 per dozen.



**ASTER Novi-Belgi**—Fall blooming variety which grows to a height of 3 feet. Bright blue-violet flowers lend color to plantings when other blooms are scarce.

**55c per Doz.**

**Star of Eisenbach**—Splendid large flowering variety with blooms often measuring over 4 inches across. Color is a bright lavender-blue with yellow centers. Blooms during May and June.

**55c per Doz.**

**Wartburg Star**—Get this variety if you love flowers of a clear shimmering light blue color. A sturdy grower, very free blooming.

**55c per Doz.**

**AUBRIETIA (Purple Rock Cress)** Graceful in growth and delicate in coloring are these dwarf plants which grow and trail among the rocks or along the borders. We offer the following varieties:

**Deltoides**—Tiny blossoms of a beautiful lilac color will add charm to your rockery.

**55c per Doz.**

**Graeca**—Vigorous grower which bears charming violet colored blooms in abundance.

**55c per Doz.**

*America's Largest Growers of Perennial Seedlings*



## AUBRIETIA Hybrids, Large Flowered

Come in mixed colorings. Desirable for borders where gay color is wanted.

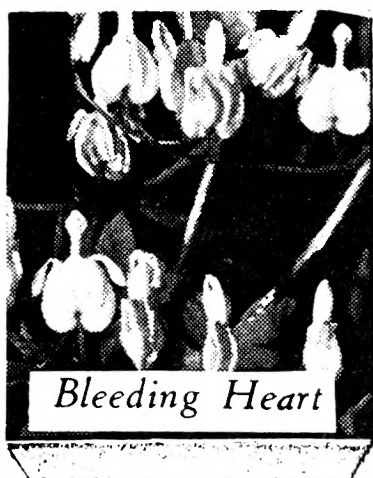
**55c per Doz.**

*Leichtiline*—Flowers of good size are borne in abundance. Delicate coloring which will delight you. Excellent rock plant.

**55c per Doz.**

*Rosea Grandiflora*—Exceedingly free blooming. Masses of rosy pink blooms on dwarf plants. Fine for borders.

**55c per Doz.**



**BLEEDING HEART**—The old fashioned plant which our grandmothers loved so well. Deep pink heart shaped flowers hang from branches of a sturdy plant. Blooms appear over a long period of time and foliage is ornamental.

**25c each or \$2.50 per dozen**

## CAMPANULA (Blue Bells or Scotland)

*Carpatia* (Dwarf Hare Bell)—Dwarf variety which rarely exceeds 9 inches in height. Bright blue bell shaped blooms make it much desired for rock garden or borders.

**40c per Doz.**

*Medium* (Canterbury Bells)—The favorite with all flower lovers. An old variety of flower of which we never tire. We offer the following varieties, all of which are of the cup and saucer type.

*Blue*—Loads of bell like blue flowers.

**40c per Doz.**

*Double and Single Prize Mixture*—Plants cover 4 with mixed colored bells.

**40c per Doz.**

*Light Blue*—Soft light blue bells completely cover the plant.

**40c per Doz.**

*Persicifolia Blue*—The true perennial variety, growing 2 ft. high. Fine for cutting.

**40c per Doz.**

*Persicifolia White*—Same as above but bells of a clear pure white.

**40c per Doz.**

*Pink*—Each plant a picture with its load of beautiful shell pink bells.

**40c per Doz.**

*White*—One of the favorites because of its white bells, which are borne freely.

**40c per Doz.**

**CATANANCHE COERULEA** (Cupid's Dart)—Excellent for bedding purposes and for cutting. Grows to a height of 2 feet and

bears blue daisy-like flowers in profusion during June, July and August. The blooms may be cut and dried for winter bouquets.

**55c per Doz.**

**CENTUREA MONTANA** — (Perennial Batchelor button)—A perennial variety of one of the best loved old fashioned flowers.

**40c per Doz.**

**CARNATION GRENADIN** (Hardy Car-bloom freely. Richly scented and brilliant garden because they are fine for cutting and nation)—Very desirable plants to add to your colorings. Bloom in June.

*Golden Sun*—Golden yellow, fragrant and admired for its growing and blooming habits.

**55c per Doz.**

*Pink*—For those who want a clear, rich shell pink carnation we recommend this one.

**55c per Doz.**

*Red*—Brilliant color, sweet fragrance and profuse blooming habit make this desirable.

**55c per Doz.**

*White*—To make your color range complete this beautiful white should be added.

**55c per Doz.**

**CHELONE BARBATA COCCINEA** (Shell Flower)—Grows 4 feet high and much admired for its bright scarlet and yellow blooms.

**40c per Doz.**

## CHEIRANTHUS (Wallflower)

*Allioni Golden Bedder*—A new strain having bright golden yellow flowers. Grows only 1 foot high, making it ideal for bedding purposes. Blooms during June and July.

**55c per Doz.**

**GIANT CHINESE LANTERN**—Loved for its brilliant orange red pods which are so useful for gay winter bouquets. This is the Giant variety having lanterns up to 2 inches in diameter. Furnished in strong layers.

**55c per Doz.**

## CHRYSANTHEMUMS

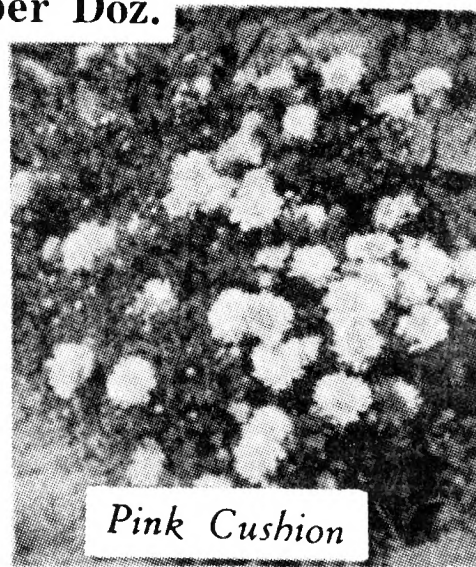
*Korean Hybrids*—Something new in Chrysanthemums now offered in seedlings. These will come in mixed colorings and in single, semi-double, double forms. Early blooming.

**55c per Doz.**

Field grown trans-planted plants—

**20c each or  
12 for \$2.00**

*Famous Pink Cushion 'Mum*—The plant which has enthused flower growers over the country because of its com-hundreds of flow-



ers which each plant bears. Begins flowering in August and produces masses of blooms until frost. No garden complete without a few of these. Especially priced at only  
**30c each, 7 for \$2**

**COREOPSIS—**

*Double Sunset*—New variety which bears large, double flowers of rich gold color. Fine for cutting. Plants are hardy and easily grown.  
**55c per Doz.**

*Lanceolata*—The best known Coreopsis. Golden yellow flowers make sparkling bouquets.  
**40c per Doz.**

*Lanceolata Grandiflora*—This variety runs about 60% double. Their sturdy growth and sparkling color make them valuable additions to the Coreopsis family.  
**55c per Doz.**

*Lanceolata Aureolata Superba*—Deep yellow color with a band of brownish yellow surrounding the center disc.  
**55c per Doz.**

**DELPHINIUM—**

*Belladonna, Improved Cliveden Beauty*—A strain which we heartily recommend. Beautifully soft, light blue color.  
**55c per Doz.**

*Bellamosum*—Famous for that rich, dark blue color. Large spikes on strong stems.  
**55c per Doz.**

*Blackmore and Langdon Hybrids*—One of the best strains. Long and graceful spikes are closely covered by largest individual florets. All clear blues with many charming color variations. Vigorous.  
**55c per Doz.**

*Chinese*—Highly recommended for cutting and for garden display. A

graceful habit of growth and loosely arranged flower spikes of deep blue add to its beauty.  
**55c per Doz.**

*Elatum Hybridum Indigo*—This variety is noted for having a color of True Blue. Beautiful for any planting.  
**55c per Doz.**

*Lamartine*—A new variety which boasts

that color so rare in flowers, the real Gentian-blue. One of the finest cutting varieties and sure to please you if you want the best.

**75c per Doz.**

*Lyondel*—Grown from seed from selected Lyondel plants from one of the finest private gardens in Michigan. One of the finest Hybrid Delphiniums grown today and one which will delight all delphinium lovers.

**55c per Doz.**

*Vetterle and Reinelt Pacific Hybrids*—Words fail us when we attempt to describe this magnificent strain. Imagine flower spikes from 3 to 5 feet long closely packed with individual flowers from 2 to 3 inches across; many double, some semi-double, some single. Plants are resistant to mildew and flower stems are wiry and strong enough to resist high winds. Our plants are from seed secured right from the originator. We offer six gorgeous color groups.

- Light Blue————— **\$1.00 per Doz.**
- Dark Blue————— **\$1.00 per Doz.**
- Mixed Shades———— **\$1.00 per Doz.**
- Lavender and Pastel— **\$1.00 per Doz.**
- Violet Shades———— **\$1.00 per Doz.**
- White Pacific Giant, Galahad Series——— **\$1.00 per Doz.**

**DIANTHUS—**

*Alwoodi*—Beautiful carnation and pink hybrids. Double and single mixed colors. 18 inches high.

**75c per Doz.**

*Barbatus—Sweet William*—An old fashioned flower which bears sweet, clove-scented flowers in early June. Perfectly hardy and good in any planting.

*Midget Mixed*—Dwarf and colorful.

**40c per Doz.**

*Newport Pink*—Beautiful salmon pink shade.

**40c per Doz.**

*Scarlet Beauty*—All that its name implies.

**40c per Doz.**

*Turkey Red*. Loved for its brilliant coloring.

**40c per Doz.**

*Caesius—Cheddar Pink*—Large rose colored flowers on stems which arise from dense tufts of steely-blue foliage. Useful for rockery or edging. Blooms in July.

**55c per Doz.**

*Double Mixed Clove Pinks*—The old fashioned hardy pinks which bring back memories of our grandmother's garden. Richly fragrant, hardy and do well anywhere.

**55c per Doz.**

*Highland Queen Rose Hybrids*—Its bright scarlet color adds charm from May to Nov.

**55c per Doz.**





**DIANTHUS—*Latifolius Atrococcineus*—**

Deep crimson blooms on stout stems which reach a height of 15 to 18 inches.

**40c per Doz.**

*Loveliness*—One of the most outstanding of recent introductions. Low grassy clumps from which arise stems 10 to 12 inches high, each topped by a large flower whose petals are so deeply cut and lacinated that the appearance of fine thread lace is given. An exquisite mauve pink that is distinctly different.

**\$1.00 per Doz.**

*Plumaris, Cyclops*—Brilliant red hybrids noted for their color and sweet fragrance.

**40c per Doz.**

*Spring Beauty*—Giant sized, double flowers typically carnation in size and form. Colors cover wide range and are sure to please you.

**40c per Doz.**

*Sweet Wivelsfield*—Mixed colors. Flowers are single in form. This is the ideal variety for the rock garden or border and is fine for dainty mixed bouquets. Grows 12 inches high.

**40c per Doz.**

**DIGITALIS—(Foxglove)—*Giant Shirley Hybrids***—This elegant strain grows 6 to 7 ft. high, making it ideal for tall backgrounds. Wide color range and habit of growth.

**40c per Doz.**

**ENCHINOPS RITRO—(Globe Thistle)—**

A showy plant with thistle-like habit of growth. Quantities of globular, metallic blue flowers are borne during July and August. Blooms may be cut and dried for charming winter bouquets. Grow 2 to 3 feet high.

**40c per Doz.**

**EDELWEISS**—Well known plant much admired for its foliage. Large flower heads borne on stems 6 inches high. Dwarf type which is fine for rockery or edging.

**55c per Doz.**

**ERIGERON—*Speciosus Hybrids***—Hardy perennial flowers growing about 3 feet high. Each stalk bears great numbers of rosy lavender flowers about 2 inches across. Semi-double petals being in layers around a yellow center.

**55c per Doz.**

**ERYNGIUM—*Amethystinum***—Grows to a height of 3 feet and flowers of Amethyst Blue are borne in profusion.

**55c per Doz.**

**GAILLARDIA**—For hardiness and quantities of blooms the Gaillardias are unequalled.

*Burgundy*—A Gaillardia with brilliant wine-red flowers of large size. Stems are long making them ideal for cutting. Blooms from June until Fall.

**40c per Doz.**

*Dazzler*—Large flowering type with blossoms of bright golden yellow, centered by disc of rich maroon-red. Prolific bloomer.

**40c per Doz.**

*Goblin*—A true dwarf Gaillardia that should be in every garden. 12 to 15 inches high and each stem is topped by a large deep red bloom. Is very showy and flowers are produced in abundance over a long period of time.

**75c per Doz.**

*The King*—A magnificent large flowering variety. Large deep red centers edged with petals of gleaming gold. Sturdy in growth.

**75c per Doz.**

*Monarch Strain*—A superb mixture of bright colored, large flowering gaillardias. Color range is unusually wide and for bedding these will delight and please you.

**55c per Doz.**

*Portola Hybrids*—Extremely large flowering strain. Coloring ranges from reddish-bronze to deep gold. Excellent for cutting.

**55c per Doz.**

*Tangerine*—Large flowering variety which is particularly showy due to its brilliant tangerine color. For bright spots of color this variety is unexcelled.

**55c per Doz.**

**GEUM**—Noted for their bright colored flowers which are especially effective in small vases or for table decoration. Dwarf in growth (12 to 16 inches high) fine for bedding or borders.

*Borisii*—Dwarf variety rarely exceeding 12 inches in height. Bright orange-scarlet flowers are very fine for cutting. Generally regarded as the best dwarf Geum.

**60c per Doz.**

*Lady Stratheden*—Large double blooms of rich golden yellow. Noted for its everblooming habit, as it blooms nearly all summer. Fine for cutting and a truly splendid variety.

**75c per Doz.**

*Mrs. Bradshaw*—Exactly like Lady Stratheden described above except that the flowers are an intense fiery-red in color. Unequalled for brilliant color spots.

**75c per Doz.**

**GYPSOPHILLA—(Baby's Breath)**—Most noted of all perennials for its delicacy of bloom. For use in mixed bouquets and for general attractiveness it has no equal.

*Paniculata*—Dense, spreading, bushy type which reaches a height of about 3 feet. Quantities of tiny white flowers completely hide the plant when in full bloom. Foliage is fine in texture and ornamental in rock garden or border.

**40c per Doz.**

# GYPSOPHILA—*Paniculata Snow Flake*—

An improved strain of Gypsophilia which is favored because of its double flowers and the abundance of its bloom. May be cut and dried for winter bouquets.

**55c per Doz.**

*Snow White Double*—Grows 2 feet high. Flowers are snowy white and a great percentage of them are double. An excellent cutting variety and admired by all growers.

**55c per Doz.**

HELENIUM—An outstanding plant which produces hundreds of bright colored blooms during its blooming season. Beautiful as a cut flower and equally fine for bedding or borders.

*Bigelovi*—Richly colored, golden yellow flowers with black centers.

**55c per Doz.**

*Riverton Gem*—Deep gold suffused with crimson which changes to solid red as the blooms age. Grows 3½ feet high and blooms from August until October.

**55c per Doz.**

HELIOPSIS—(Hardy Zinnia)—Valuable for cut flowers and noted for their hardiness and fine color. Plants have good habit of growth with strong erect stems.

*Lemoine Strain*—Blossoms resemble a double sunflower. Color from deep gold to orange.

**40c per Doz.**

*Scabra Zinneaflorea*—Large golden yellow blooms which are semi-double in form.

**40c per Doz.**

HELIANTHEMUM (Hardy Sun Rose)—

No plant is more beautiful or colorful for the rock garden, border or wherever a dwarf plant is desired. Their multitude of bright shining flowers add charm wherever used.

*Multabilis Mixed*—These are hybrids and run a wide color range of white, rose, yellow.

**55c per Doz.**

HIBISCUS (Giant Mallow)—For tall backgrounds or for specimen plants the hibiscus is unequalled. Their deep green foliage, erect canes and quality of bloom make them truly desirable. Hardy and easily grown.

*Mallow Marvel*—Canes grow to a height of 4 feet and bear great quantities of large, deep red, bell shaped flowers. Blooms often measure up to 6 and 7 inches across.

**40c per Doz.**

HOLLYHOCK— Always a flower of much sentiment is the Hollyhock. No flower is more closely associated with our memories of home and grandmother's



garden. We have selected the varieties listed below as being the best of all the Hollyhocks and know you will be pleased with them.

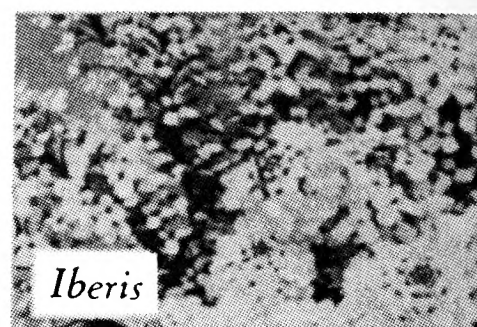
## Double Varieties:

Allegheny	Lilac Beauty
Appleblossom	Newport Pink
Chater's Prize	Salmon Rose
Colorado Sunset	Scarlet Beauty
Deep Rose	Souvenir Mixture
Imperator Mixed	Sulphur Yellow

Triumph Mixed

**55c per Doz.**

IBERIS (Hardy Candytuft). The Iberis has a distinct place in every rock garden and is especially desirable where-



ever a dwarf plant with almost evergreen foliage is desired. Plants rarely exceed 8 inches in height, are hardy and attractive.

*Sempervirens*—Very dwarf plant with attractive foliage. White bloom in May.

**55c per Doz.**

*Gibraltarica*—Dwarf plant with evergreen foliage. Dense masses of pure white blooms in early spring. Desirable for edging.

**55c per Doz.**

IRIS KAEMPFERI (Japanese Iris)—One of the most stately and regal of garden flowers. Ornamental foliage and large colorful blooms on erect stems. Mixed colors.

**40c per Doz.**

IRIS SIBERICA (Siberian Iris)—Unexcelled for use in landscape plantings and for the taller backgrounds. Grow to a height of 3 to 4 ft. and a well developed clump will be envied by all who see them. An excellent variety for cutting as the blooms keep well in water. Mixed colors.

**55c per Doz.**

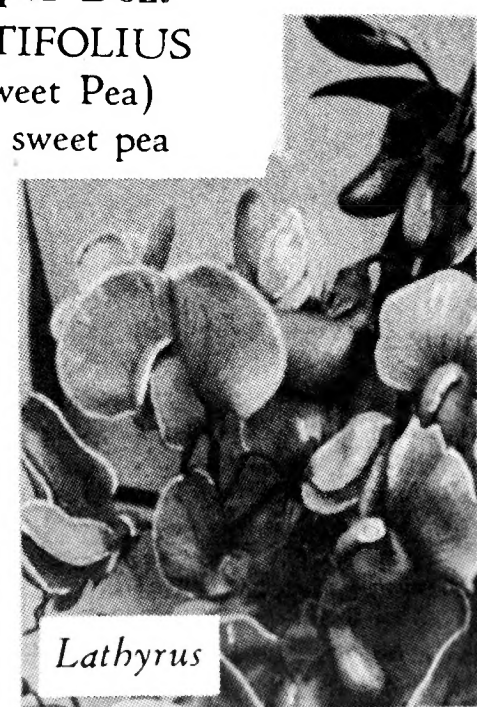
LATHYRUS LATIFOLIUS

Hardy Perennial Sweet Pea)

A climbing form of sweet pea

which should be used more often. Will rapidly cover unsightly banks or terraces, clamber over a trellis or arbor and will provide bloom over almost the entire summer.

*Pink or Red*  
**55c per Doz.**



**LAVENDULA VERA** (Lavender)—The real Sweet Lavender used and grown by our grandmothers. Grows to a height of 18 inches and all through July and August bears exquisitely fragrant blue flowers.

**55c per Doz.**

**LIATRIS** (Blazing Star or Gay Feather)—One of the most useful of the taller growing perennials. Do well in any type of soil and thrive under adverse moisture condition.

*Pycnostachya*—Flower stems rise to a height of 5 to 6 feet, each bearing a foot long spike of rosy purple bloom. Makes a

**striking bouquet. 55c per Doz. Field grown transplants, 20c each or 12 for \$2.00**

*Scariosa, White*—Same general description as above except flower spikes are white.

**55c per Doz.**

**LILIUM** (Hardy Lilies)—No flower holds quite the place in the hearts of people as does the Lily. Graceful, fragrant, altogether lovely and easily grown. Plant a large bed of Lilies or spot them in among your present planting and you will be more than delighted when blooming time comes.



*Formosanum, Giant White*—Probably the largest flowering of Trumpet Lilies. Blooms of waxy white, giant in size, present a thrilling spectacle.

**\$1.00 per Doz.**

*Formosanum, Improved White*—Beautiful long trumpeted

blooms of finest white. Fragrant and very attractive when in bloom. Fine for cutting.

**75c per Doz.**

*Longiflorum, Praecox, White Queen*—Pure white trumpet lily. Grows to a height of about 3 feet. Blooms are fragrant and often reach length of 7 inches. Of the Erabu type.

**\$1.00 per Doz.**

*Tenuifolium*—Often called Coral Lily. Reaches a height of 1½ to 2 feet. Blooms 2½ inches across of intense brilliant scarlet.

**\$1.00 per Doz.**

**LILY OF THE VALLEY** (Convallari) One of the most familiar of all perennials. Every one loves their small, bell shaped white flowers with the peculiarly sweet fragrance. Do well in shady locations. We offer strong well

eyed pips at this money saving price. Plant a dozen or two of these and we know you will be pleased.

**55c per Doz.**

**LINARIA DALMATICA** (Hardy Perennial Snapdragon)—Noted for free blooming habit and excellent as cut flowers. Attractive green foliage and creamy yellow color.

**40c per Doz.**

**LINUM PERENNE** (Perennial Hardy Flax)—Attractive fern-like foliage. Each morning you have an abundance of charming light blue flowers for cutting, as the plant blooms from May to Aug. Grows 2½ feet.

**40c per Doz.**

**LOBELIA CARDINALIS** (Cardinal Flower)

A native perennial which does exceptionally well in moist shady places. Tall erect stems with bright red flowers through Aug. and Sept. Ideal for bright masses of color.

**55c per Doz.**

**LUNARIA BIENNIS ALBA** (Honesty or Peter's Penny)—Much in demand for its silvery white seed panicles which produce artistic effects when used in bouquets.

**55c per Doz.**

**LYCHNIS** (Catchfly)—An old artistic perennial which has been cultivated for centuries in some parts of the world. Noted for their brilliancy of color and hardiness. The ideal plants to liven up the colors in your border.

*Chalcedonica* (Maltese Cross)—Vivid scarlet flowers in flat heads, borne over an extremely long blooming period. Exceptionally hardy and just the plant to create spots of color. Grows 2 feet high.

**40c per Doz.**

*Viscaria Splendens*—Grows to a height of 1½ feet. Brilliant red bloom produced in profusion over a long season. Brighten your plantings with some of these fine plants.

**55c per Doz.**

**MATRICARIA** (Feverfew)—Much used for bedding purposes. Free blooming habit and compact growth recommends it for general use. Foliage ornamental and strongly scented.

*Ball's Double White*—We recommend this as the best because it is the only fully double flowering pure white strain. We guarantee 98% true to description.

**55c per Doz.**

**MYOSOTIS ALPESTRIS** (Forget-me-not)

Reaches a height of only 12 inches and universally loved for its charming clear blue flowers. Ideal for the rockery or for edging walks or beds, etc.

**40c per Doz.**



**NEPETA MUSSINI** (Ground Ivy)—Neat, compact, bushy plants with gray-green foliage. Reach height of about 12 inches. Covered with masses of pale lavender-blue flowers all through the spring and occasionally during the summer. Scented foliage and blooms.

**40c per Doz.**

**OENOTHERA** (Evening Primrose)—

*Youngii*—Sturdy plant with large shiny leaves from which stems arise to a height of about 2 feet. Quantities of beautiful lemon-yellow blooms from June to Oct. Very desirable for borders or bed backgrounds.

**55c per Doz.**

**PAPAVER NUDICAULE** (Iceland Poppy)

Brilliant color throughout the summer. Neat in habit with their tufts of light green foliage from which slender stems arise, each topped by a bright colored cup shaped flower. For the sunny border or clumps of color in a bed these will delight you.

*Yellow Wonder*—Buttercup yellow blooms measuring about 4 inches across on stems 1½ to 2 feet high. Keep well when cut.

**55c per Doz.**



*Platycodon*

**PLATYCODON**—

(Chinese Bellflower or Balloon Flower)

*Early Giant Blue*—

Extra large flowering and of a superb shade of rich blue. One of the showiest and most unique of garden flowers due to their odd balloon

like buds which open into bell shaped blooms.

**55c per Doz.**

*Grandiflorum Blue*—Grows to a height of 2 feet with large showy blue blossoms which appear throughout the summer. Splendid plant for hardy perennial borders.

**40c per Doz.**

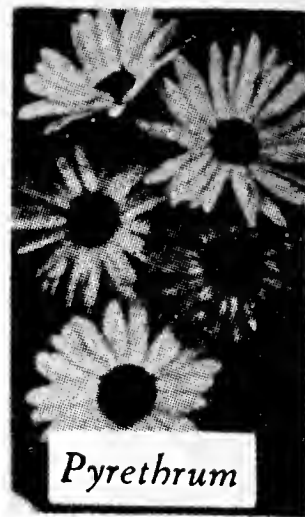
**POLEMONIUM COERULEM** (Jacob's Ladder)—A very showy, free flowering plant

for the perennial border. Large deep blue flowers in abundance during May and June. Grows 2 ft. high. Very hardy.

**40c per Doz.**



**PYRETHRUM** (Painted Daisy)—For general usefulness, beauty, color, hardiness and the ease with which they can be grown, the Pyrethrums are in a class by themselves. Their wide color range, tall erect stems, attractive foliage and excellence for cutting make them essential to all beds.



*Robinson's Hybirds*—An outstanding new strain which is noted for the exceptionally large size of its flowers and length of stem. Superb coloring in rose and pink shades.

**75c per Doz.**

Also in field grown transplanted plants at—  
**20c each or 12 for \$2.00**

*Robinson's Hybrids*—As described above but in brilliant red and scarlet shades.

**75c per Doz.**

Also in field grown transplanted plants at—  
**20c each or 12 for \$2.00**

*Roseum Hybridum*—Showy, daisy-like flowers in beautiful clear pink. Stems are strong making them ideal for bouquets. Bloom in May and June and are very free flowering.

**40c per Doz.**

*Atrosanguineum*—An excellent strain featuring various red shades. Fine for cutting and attractive in the border or bed. Very hardy and easily grown.

**55c per Doz.**

*James Kelway*—Deep blood red color makes this variety much in demand. All the good qualities of the Pyrethrum plus a richness of color found in scarcely any other perennial. Make your garden dollar go farther and buy our plants.

**40c per Doz.**

**RUDBECKIA** (Cone Flower)—For tall backgrounds or hardy borders these plants are indispensable. Thrive anywhere and their colorful blooms are good for cutting. Free flowering and bloom practically all summer.

*Autumn Tints*—A wealth of beautiful new autumn shades. Profuse blooming variety which is extremely hardy. Splendid for mixed bouquets. Reaches height of 3 feet.

**55c per Doz.**

*Purpurea*—The best known of the Rudbeckias. Rosy purple petals with quill-like centers which show golden crimson tints. Grows 3 to 4 feet tall and blooms from July till frost. Order now.

**55c per Doz.**

*Newmanii*—Stems reach a height of 2 feet and the plant bears a wealth of vivid bright yellow flowers through late summer and fall.

**55c per Doz.**

**SALVIA AZUREA** (Hardy Meadow Sage)

For profusion of bloom during early autumn the Salvia is unexcelled. Tall, willowy stems bearing masses of pale blue flowers make them ideal for the perennial border or for bed backgrounds. Reach 4 feet in height.

**40c per Doz.**

**SAPONARIA OCYMOIDES** (Soapwort)

A trailing, vine-like plant which is splendid for the rockery. All through May and June plants are a mass of small pink blossoms.

**40c per Doz.**

**SCABIOSA**—Strong growing plant with a profuse blooming habit. Hardy in all areas.

*Caucasica* (Pincushion Flower)—Do well in any ordinary garden soil. For cut flowers they are ideal as they last over a long period when cut and placed in water. Stems 1½ to 2 feet long, each topped by a charming flower in a soft shade of lavender. Bloom from June to September. Should be in every garden.

**55c per Doz.**

*Caucasica Perfecta*—A large flowering and improved form of this strain. Lilac-lavender.

**55c per Doz.**

*House Hybrids*—Large flowering strain noted for the variation of its colors, which range from light blue and lavender to deep blue and silvery white.

**55c per Doz.**

**SILENE, SCHAFTA** (Catchfly)—Very dwarf plant which only grows 4 to 6 inches high. Valuable for rock gardens. A profusion of pink bloom from July to Oct.

**55c per Doz.**

**SHASTA DAISY** (Moonpenny)—One of the most widely known of the hardy perennials. Used extensively in all beds and borders. Many new strains present a great improvement over the first introductions.

*Alaska*—Probably the best known variety. Slender 40 inch stems, each topped with a large pure white daisy sporting a gay golden disc. Blooms in July.

**40c per Doz.**

*Conqueror*—Giant flowering variety which comes into bloom somewhat later than Alaska, thus prolonging the season in your garden. Make excellent cut flowers.

**40c per Doz.**

*Dwarf Bouquet*—A dwarf variety which is fine for rock garden or borders. Large flowering and exceptionally free blooming.

**55c per Doz.**

**BUY "OLD HOMESTEAD" BRAND---**

**Then You Will Know The Difference!**

**America's Largest Growers of Perennial Seedlings**

*King Edward VII*—Flowers of immense size on long graceful stems make this one of the best cutting varieties. Blooms produced continuously from July to September.

**40c per Doz.**

**STATICE LATIFOLIA** (Great Sea Lavender)—Grows in fine lace-like form with profusion of misty bluish blossoms. May be cut and dried for winter bouquets. Excellent filler in all flower arrangements. Grows 1 to 1½ feet high.

**55c per Doz.**

**STOKESIA** (Cornflower)—Beautiful aster-like flowers with finely divided petals. Prefer a rather sheltered location. Rich green ornamental foliage.

*Cyanea Blue*—Flowers of clear azure blue borne on stems 1 to 1½ feet high. A fine variety for cutting, attractive in beds or border.

**40c per Doz.**

**THALICTRUM ADIANTIFOLIUM**—

(Meadow Rue)—Popular for its finely shredded foliage which resembles the Maiden-hair Fern. Tiny white flowers cover the plant in June. Grows 2 feet high.

**40c per Doz.**

**TRITOMA** (Torch Lily or Red Hot Poker)

A spectacular plant with foliage resembling that of the Yucca. Long stems each bear a large inverted cone shaped spike of brilliant orange. One of the most showy of autumn flowers and should be in every garden.

**20c each or 12 for \$2.00**



**TUNICA SAXIFRAGA** (Coat Flower)—Ornamental grass-like foliage. Bears small pink flowers in profusion most of the summer.  
**40c per Doz.**

**VALERIANA** (Garden Heliotrope)—Showy heads of brilliant flowers borne on erect stems. An ideal flower for cutting and for bold color masses.

*Rubra Coccinea*—Brightest scarlet blooms borne on strong stems 36 inches high. Foliage is ornamental and plant is hardy.  
**55c per Doz.**

**VERONICA**—Interesting because of their ornamental foliage and the long flower spikes which resemble graceful spires. Very hardy.

*Amethystina*—Dwarf form which rarely grows over 1 foot high. Bears long spikes covered by clear pink florets in June and July.  
**55c per Doz.**

*Longifolia*—Grows 30 inches high and bears quantities of bright blue flower spikes.  
**40c per Doz.**



**VIOLA**—  
(Hardy Tufted Pansies.) One of the most popular garden flowers. Loved for their dwarf stature, their colorfulness and their free blooming habit. Unequalled for borders as they bloom continuously 6 or 7 months of the year.

*Apricot*—Large flowering type in various rich apricot shades. Hardy and free flowering  
**55c per Doz.**

*Arkwright Ruby*—Richly colored, ruby-red with velvety sheen. Fragrant and beautiful.  
**55c per Doz.**

*Black Imp*—Most unique of new varieties. Satiny coal black with yellow eye. Striking in effect. Free blooming and hardy.  
**55c per Doz.**

*Chantreyland*—Improved strain noted for its deep apricot coloring. Fragrant.  
**55c per Doz.**

*Jersey Gem*—Shimmering deep violet-blue color, sweet fragrance and extremely long period of bloom make this an outstanding variety.  
**55c per Doz.**

*King Henry*—Flowers of rich violet-purple with small yellow eye. Each blossom perfectly formed. An improved form of Jersey Gem described above.  
**75c per Doz.**

*Waller Franklin Mixture*—For bedding or gay borders order this colorful mixture of blues and yellows. Order now.  
**55c per Doz.**

*W. H. Woodgate*—Large flowering type with longer stems than other varieties. Color is a pure bright sky blue. Bears flowers in profusion over a long period.  
**55c per Doz.**

## SPECIAL! Russell Lupines

The wonderful Lupine discovered in England just a short time ago and which has swept the country by storm. Giant flower spikes several feet in length. Brilliant colors in wide range, make a spectacular display.

We have several thousand of these growing as seedlings which will be ready for shipment about June 1st. These will be shipped right in the 2 1/4 inch pots in which they are growing, as this is the safe way to transplant seedlings of this strain. Write us early if you want us to reserve your plants for you.

**SPECIAL MONEY-SAVING PRICE only \$2.00 per dozen not prepaid**

## WHY RICHARDS PLANTS REACH YOU IN BETTER CONDITION



The photo above shows Richards' heavy rooted delphinium plants ready to be wrapped, and some plants, packed in the most modern manner, ready for shipment.

*Richards Gardens, Plainwell, Mich.*

Dear Sirs: I am so well pleased with the plants ordered from you. They were good size and arrived in good condition. Thank you for the extras.  
*Mrs. George E. Weller*



# Field Grown **HARDY PHLOX**

BEAUTIFUL, COLORFUL, EASILY GROWN

No flower will lend more color and beauty to your garden than a planting of Hardy Phlox. They thrive under average conditions, bloom freely over a long period of time and equally satisfactory when used for beds or for borders.

We are growers of Phlox and have an unusually fine assortment of field grown plants. These are one year plants, the best size for transplanting. All are well rooted and have bloomed in our fields so we know they are true to name. Phlox will start blooming

early in July and continue all through August and into September. Remember all of our plants are super-packed, sent prepaid and guaranteed to reach you in good condition.

WE OFFER THE FOLLOWING VARIETIES  
**AFRICA**—Lustrous deep carmine red with darker eye. Sturdy grower with well developed trusses.  
**B. COMPTE**—A later flowering variety, rather tall growing and noted for its rich wine red coloring. Very desirable for bed and backgrounds.

**NORDLICHT**—An outstanding variety because of its attractive carmine-pink color with an eye of deep carmine.

**PAINTED LADY**—Much loved for its shimmering silvery-pink color and deep red eye  
**R. P. STRUTHERS**—A long time favorite. A strong grower and has a wealth of bright red blooms. Especially good in masses.

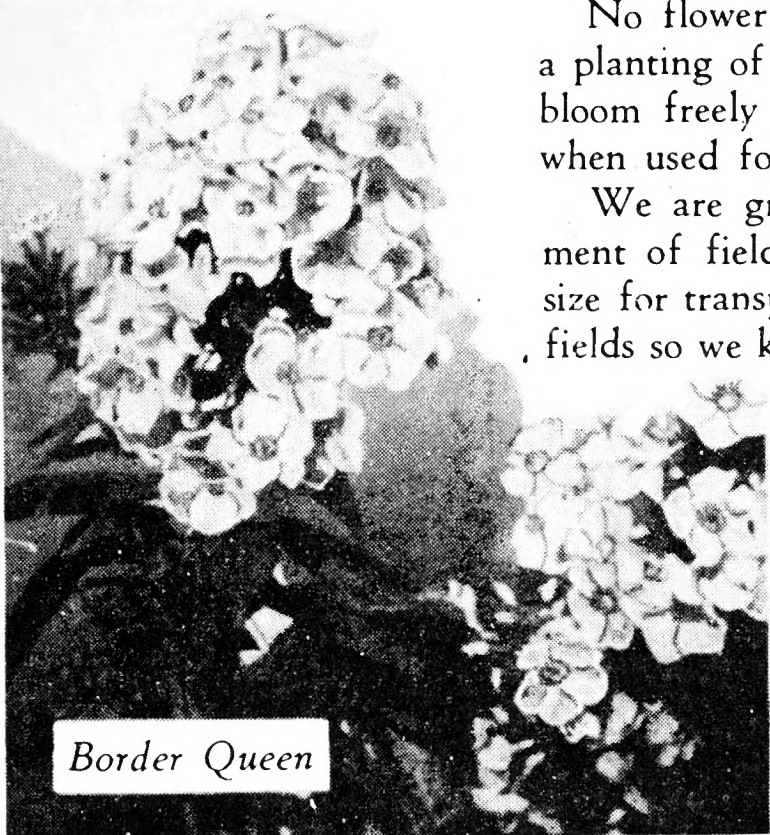
**RHEINLANDER**—Another old favorite. Tall growing, beautiful salmon-pink flowers.

**THOR**—Has stood the test of time and still ranks as one of the best. Deep salmon-pink with a peculiar scarlet color tone. Prolific bloomer and strong grower.

**VON HOCHBURG**—One of the best red varieties. Large heads of deep blood-red.

**WM. KESSELRING**—One of the better new phlox. Rosy purple with distinctive white eye. Good foliage and vigorous grower with exceptionally free blooming habit.

*See additional varieties on next page*



*Border Queen*

**BORDER QUEEN**—Dwarf variety particularly good for foreground plantings. Massive well formed heads. Deep watermelon pink.

**CAROLINE VANDENBURG**—The nearest to blue color to be found among the phlox. Large flowering type providing a distinct contrast in color values. Splendid growth variety.

**COUNT ZEPPELIN**—Strong growing, free flowering sort of pure white with vivid red eye.

**ECLAIREUR**—Tall growing and very sturdy variety. The best purple colored phlox.

**E. I. FARRINGTON**—A phlox of distinctive beauty. Flower trusses are extremely large and color is a delightful salmon shade with slightly lighter eye.

**GEORGE STIPP**—A strong grower with excellent foliage. A truly outstanding phlox with a glowing salmon-pink coloring and prolific blooming habit.

**MRS. CHAS. DORR**—Tall growing variety. Color is clear lavender. Free bloomer.

**MRS. JENKINS**—An early blooming, tall growing phlox which bears large heads of pure white. An excellent background variety.

**NO BETTER GROWN**

**WHY PAY MORE?**

Your choice of above, labeled, super-packed, and guaranteed to reach you in good condition—

18c each, or 12 for \$1.75

Gentlemen: Aug. 29, 1939.

Thought you might be interested to know that from the seedlings, so called, I purchased from you in May, I took first prize on Blackmore and Langdon and Reinelt and Vetterle delphinium; first prize on Shasta Daisy, Alaska, at county fair recently. Later plants purchased only three weeks ago are now blooming.

Mrs. G. C. Buck,  
Platteville, Wis.



# Best of the Newer Introductions in Field Grown **HARDY PHLOX**

**AETNA**—Excellent new variety which is highly resistant to rust. Tall, strong grower and of superb scarlet color.

**BLUSHING BRIDE**—Color which fits its name. Deep rosy pink with red eye. Exceptionally large flowers on tall erect stems. A splendid new variety.

**DAILY SKETCH**—One of the best introductions of recent years. Immense flowers of light salmon pink with carmine eye. One of the tallest growing phlox and has been acclaimed as "sensational" by all phlox lovers.

**LEO SCHLAGETER**—Flashing fiery red. Excellent new phlox noted for strong growing habit and quantities of bloom.

**LILLIAN**—One of the most distinctive new phlox ever introduced. Unusually large trusses with massive individual florets. Color is a charming soft pink with silvery glints. A strong, sure grower with long blooming season.

**MIA RUYS**—A dwarf variety which bears large heads of pure white flowers.

**MISS LINGARD**—The most popular white phlox. Starts blooming early and continues over a long period. Faint pink eye adds to beauty of blossoms.

**MORGENROOD**—The glorious rosy red of sunrise. Very striking for colorful beds and noted for its sturdy growth combined with exceptional blooming qualities.

**SALMON GLOW**—Teamed with Daily Sketch this variety has swept to a high place in the phlox world. Its robust growth and blooms of deep salmon recommend it to all.

**SALOME**—Sensational new variety noted for having a clear, deep pink color free from any trace of magenta. Large flowering and sturdy.

**Your choice of above, labeled, super-packed and guaranteed to reach you in good condition—**

**20c each or 12 for \$2.00**

**10 phlox, each labeled, our selection, \$1.00**

Westboro, Ohio  
Gentlemen:

Sept. 1

*I think you ought to know how more than delighted we are with the fifteen unnamed phlox we purchased from you. Though coming late for this far south, all have lived—omitting those which died at once and which you replaced. All have bloomed or are blooming.*

*Yours very truly,*

*Mrs. F. E. Bullock.*

## *Special! "Baby Phlox"*

These are well established crown or root cuttings which will grow in your gardens and produce some bloom this first year. Make Your Garden Dollar Buy More by ordering some of these fine Baby Phlox. Due to the fact that these are grown in cold frames outdoors they will not be available until May 20th. We cannot accept orders for them after June 15th, so hurry in your order and plants will be sent to you parcel post prepaid as soon as they are ready to transplant. We offer the following outstanding varieties, descriptions of which are given under Field Grown Phlox.

AETNA	MIA RUYS
AFRICA	MISS LINGARD
BLUSHING BRIDE	MORGENROOD
BORDER QUEEN	NORDLICHT
B. COMPTE	PAINTED LADY
COUNT ZEPPELIN	RHEINLANDER
DAILY SKETCH	R. P. STRUTHERS
ECLAIREUR	SALMON GLOW
E. I. FARRINGTON	SALOME
GEORGE STIPP	THOR
LEO SCHLAGETER	VON HOCHBURG
LILLIAN	WM. KESSELRING
CAROLINE VANDENBURG	

P. D. WILLIAMS—Rich shell pink.

**Note: These "Baby Phlox" have been grown with liberal applications of Vitamin B1. The root systems are more highly developed than is usually the case.**

**6 of a kind for 60c; 12 of a kind for \$1.00.**

**15 mixed, unlabeled, our choice, \$1.**



# RICHARDS' DOUBLE TESTED DAHLIAS

Richard's dahlias are all tested on both heavy and light soil to determine their suitability to all types of gardens. The cream of the list are then grown for you on fertile sandy soil which produces a medium size root of longest keeping qualities and greatest vitality. Regardless of whether you have ever had success with dahlias or not plant these dependable roots and you cannot fail to get good results.

Every root that we send out has a good eye and is guaranteed to grow. Any root which fails to show sprout within three weeks from time of planting will be replaced free of charge upon return to us.



*Dahlia Minamoto*

*All Are Guaranteed to Grow*

## COLLECTON NUMBER ONE

MINAMOTO—A large hybrid cactus dahlia of the most vivid scarlet color.

MARGARET WOOROW WILSON—A giant flowering decorative, cream suffused lavender. Largest and best of its color.

BASHFUL GIANT—A huge decorative of apricot and amber colors. One of the largest dahlias grown.

MRS. I. DE VER WARNER—The finest orchid lavender decorative dahlia produced.

JUDGE MAREAN—A large decorative presenting a perfect blending of red, orange and yellow tones. A very early and profuse bloomer.

Above 5 wonderful dahlias, each root wrapped and labelled, carefully packed and mailed to you postpaid, **\$1**

## COLLECTION NUMBER TWO

MRS. WARNAAR—A hybrid cactus from Holland. Large size and a beautiful blending of creamy white and glowing pink. A truly gorgeous dahlia.

JERSEY'S BEACON—A giant decorative in Chinese scarlet with buff reverse. A prize winner in all parts of the country.

JANE COWL—The very finest and largest bronze decorative ever produced. Has produced blooms 16 inches in diameter.

SAGAMORE—Generally considered the finest buff decorative dahlia.

HARRY MAYER—An Honor Roll dahlia of pale roselyn purple much the shade of the popular Minuet glad.

All five of the above dahlias, each root wrapped and labelled, and mailed to you postpaid for only **\$1**

## SPECIAL OFFER!

For greatest satisfaction the dahlia planting must present as wide a range of colors as possible. We want our customers to have all ten of the above beautiful dahlias so their gardens will give them a profusion of magnificent flowers from late summer until frost. If you will order both collections we will send you free of charge an additional root of THE COMMODORE, a mammoth flowering, light yellow decorative Honor Roll dahlia that is actually worth 50c, making all eleven roots postpaid only

Be sure to send your order without delay.

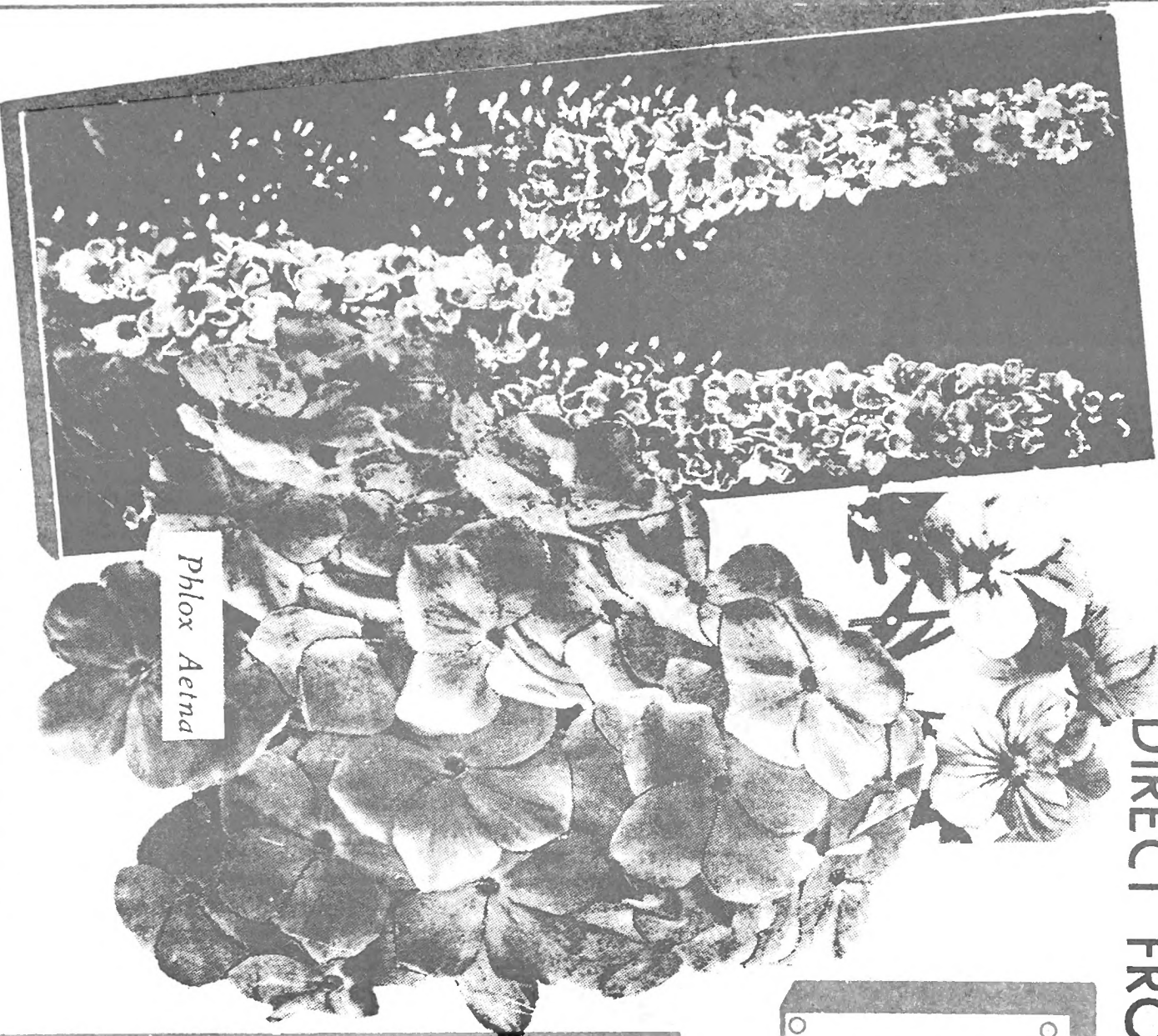
**\$2**

Single Roots of Any Variety Listed,  
25c each



# Presenting America's Finest Perennial Seedlings

DIRECT FROM AMERICA'S LARGEST GROWERS



° Sixteen Pages Brimming Over With  
Thrilling Values in Highest Quality  
Perennials and Fine Hardy Phlox  
Offered At Money-saving Prices °

BUY "OLD HOMESTEAD" BRAND—  
Then You Will Know The Difference!



Sec. 562, P. L. & R.

U. S. Department of Agri.  
Division of Fruit & Vegetab  
Crops & Diseases  
Bureau of Plant Industry  
Washington, D. C.

RICHARDS GARDENS  
PLAINWELL, MICHIGAN

Postmaster—Return Postage Guaranteed

1 CENT